

To: End Citizens United  
From: GBA Strategies  
Date: October 1, 2018

## Allred Leads Sessions in Prime Pickup Opportunity for Democrats in TX-32

---

Democrat Colin Allred has a very slight edge on Republican Incumbent Congressman Pete Sessions in Texas' 32<sup>nd</sup> Congressional District. Allred leads 47 – 46 percent (with a third party candidate winning 5 percent). This district, which favors a generic Democrat by 5 points and where Beto O'Rourke is running strongly against Ted Cruz at the top of the ticket, looks like an excellent opportunity for the Democrats this year.

Not only is President Trump deeply underwater, but Allred is able to increase his advantage over Sessions once voters hear more information about the candidates. The following are key findings from a recent survey in Texas' 32<sup>nd</sup> Congressional District<sup>1</sup> followed by some strategic recommendations.

### *Key Findings*

- ***Democrats have advantage in TX-32; Trump's Standing is Very Bad.*** A Congressional contest among generic, unnamed candidates results in a 51 – 45 percent advantage for the Democrat, with Independent voters choosing the Democrat by 13 points.

The Senate race also favors Democrats here, with Beto O'Rourke leading Ted Cruz by 9 points, 53 – 44 percent. Independents choose O'Rourke by a whopping 17 points.

And Donald Trump is deeply unpopular here, with just 39 percent viewing the President favorably and 55 percent giving him an unfavorable rating. Similarly, just 43 percent approve of the job he is doing right now (54 percent disapprove).

- ***Voters divided on Sessions.*** Pete Sessions has a 42 – 42 percent favorable/unfavorable rating. Impressions on the Congressman are polarized, with Independent voters slightly more likely than not to view him unfavorably. His job approval is below 50 percent, at 48 percent (43 percent disapprove).

Fewer than half of all voters say that the phrases 'effective' or 'looks out for people like me' describe Sessions well or very well. Only 33 percent say that he is independent.

---

<sup>1</sup> Survey of 600 likely voters in Texas' 32<sup>nd</sup> Congressional District was conducted by professional interviewers between September 20-23, 2018. Respondents were interviewed by live dialers and reached on land lines and cell phones. Results carry a margin of error of +/- 4.0 percentage points at the 95 percent confidence interval.

- ***Sessions seen as too close to special interests, been in DC too long.*** A majority of voters (55 percent) say the phrase ‘too close to special interests’ describes Sessions either well or very well. That includes 62 percent of all Independent voters. Similarly, 57 percent say that ‘has been in Washington too long’ describes him well/very well.
- ***Allred still introducing self, but has very good standing.*** Despite only 63 percent of all voters being able to identify Colin Allred at this point, he enjoys very good standing. Thirty-six percent of people view him favorably and just 17 percent have an unfavorable impression. While much of this is built off of good standing with Democrats, Independent voters also have good impressions of him (31 – 19 percent fav/unfav).
- ***Allred just barely ahead of Sessions.*** Colin Allred has a slim 47 – 46 percent edge over Sessions, with Libertarian Melina Baker currently earning 5 percent. When her voters are allocated in a two-way contest, Allred’s lead expands to 50 – 47 percent.
- ***Positive information moves race further towards Allred.*** While Allred’s position is solid, he does even better when voters hear balanced positive messages from both candidates. In that case, Allred expands his lead to 51 – 44 percent, pushing him above 50 percent in the three-way vote.